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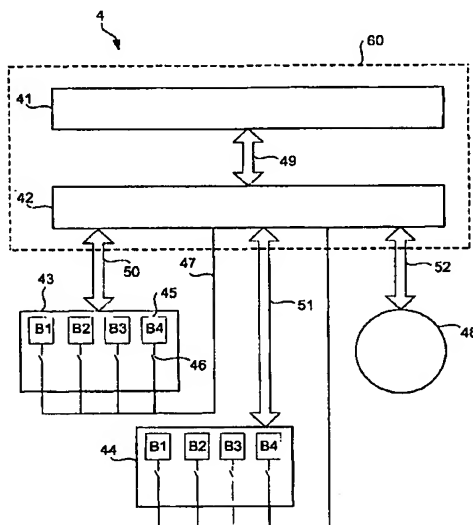
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(54) Title: POWER SAVING METHOD AND SYSTEM



(57) **Abstract:** The present invention relates to reduction of power consumption of electronic mass storage devices, and more particularly to such a reduction of power consumption in mobile infotainment products. These devices are equipped with a subsystem comprising a mass storage device (48) and a buffer memory (43, 44). The size of the buffer memory (43, 44) is adapted in such a way that optimally low power consumption is achieved. This accomplishment by activating or deactivating memory banks (45) comprised in the buffer memory chips. The amount of memory banks (45) activated is determined by operating characteristics of the subsystem, e.g. a desired bit-rate to be achieved for transmissions to/from the mass storage device (48).

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